



Pathmark

Pathmark Stores Inc.

**Carton Merchandiser
Planogram Proposal
August 1996**

R. J. Reynolds Tobacco Company

51847 3834

Pathmark Stores Cigarette Merchandising Proposal

Program Participation Requirements

- Minimum of 25% of total rows on carton merchandiser.
- Minimum of 25% of total facings on package merchandiser (s).
- Ability to promote RJR Brands on RJR Promotional Merchandiser, or temporary floor display.

Pathmark Stores

3X4X4X4 (5 SHELF) PROPOSED PLANOGRAM

PM Adv.	PM Adv.	PM Adv.	Pm Adv.
PM	PM	PM	PM
PM	PM	PM	PM
NF(7)PM(3)	RJR	RJR	RJR
PM	RJR	LOR	BAT
PM	RJR(9)LOR(4)	LOR	BAT

3 FT 10 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	61	
P M	121	
BAT	26	
LOR	30	
L&M	0	
NO FRILLS	7	
TOTALS	245	

RJ Reynolds Tobacco Company

Approved By :

Date :

ROWS: 245
CAPACITY: 1,029
DATE: Jan-96
AUTHORIZED BY:

FOR: PATHMARK
3X4X4X4 5 SHELF

RAMSEY

POG #19

CHANGE EFF.1/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	54.7	121	533	51.7			
R.J. REYNOLDS	15.8	39	156	15.1			
LORRILLARD	13.8	39	156	15.1			
B&W	12	26	104	10.1			
NO FRILLS	2	10	40	3.8			
L&M	1.7	10	40	3.8			
TOTAL		245	1,029				

3FT

PM
10 ROWS
5 HIGH
PM
10 ROWS
4 HIGH
NO FRILLS
10 ROWS
4 HIGH
PM
10 ROWS
4 HIGH
LM
10 ROWS
4 HIGH

4FT

PM
13 ROWS
5 HIGH
PM
13 ROWS
4 HIGH
PM
13 ROWS
4 HIGH
B&W
13 ROWS
4 HIGH
RJR
13 ROWS
4 HIGH

4FT

PM
13 ROWS
5 HIGH
PM
13 ROWS
4 HIGH
LOR
13 ROWS
4 HIGH
B&W
13 ROWS
4 HIGH
RJR
13 ROWS
4 HIGH

4FT

PM
13 ROWS
5 HIGH
PM
13 ROWS
4 HIGH
LOR
13 ROWS
4 HIGH
LOR
13 ROWS
4 HIGH
RJR
13 ROWS
4 HIGH

Pathmark Stores

3X4X4X4 (4 SHELF) PROPOSED PLANOGAM

PM Adv.	PM Adv.	PM Adv.	PM Adv.
PM	PM	PM	PM
PM	PM	RJR	RJR
NF(7)PM(3)	RJR	LOR	BAT
PM	PM	RJR(10)LOR(3)	LOR(5)BAT(8)

3 FT 10 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	49	
P M	98	
BAT	21	
LOR	21	
L&M	0	
NO FRILLS	7	
TOTALS	195	

RJ Reynolds Tobacco Company

Approved By :

Date :

COMPANY	SHARE	ROWS	CTNS	RACK	\$ MONTH	\$ YEAR
PHILIP MORRIS	54.7	98	490	50		
RJ REYNOLDS	15.8	26	130	13.2		
LORILLARD	13.8	26	130	13.2		
B&W	12	26	130	13.2		
NO FRILLS	2	10	50	5.1		
L&M	1.7	10	50	5.1		
TOTAL		196	980	100		

3FT	PM	10 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	B&W	13 ROWS	5 HIGH	B&W	13 ROWS	5 HIGH	4FT
3FT	PM	10 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	4FT
4FT	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	4FT
4FT	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	4FT
4FT	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	4FT
4FT	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	PM	13 ROWS	5 HIGH	4FT

SPECIFICATIONS

ROWS:

196

CAPACITY:

980

DATE:

Jan-96

AUTHORIZED BY:

FOR:

PATHMARK

3X4X4 4 SHELF

CHELTENHAM

W.BABYLON

POG #23

CHANGE EFF. 1/96

PLAN A PLAN O GRAM

Pathmark Stores**4X4X4 PROPOSED PLANOGRAM**

PM Adv.	PM Adv.	PM Adv.
PM	PM	PM
PM	PM	PM
NF(7)PM(5)	RJR	RJR
PM	LOR	BAT
RJR	RJR(9)LOR(3)	LOR(8)BAT(4)
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	45	
P M	89	
BAT	15	
LOR	23	
L&M	0	
NO FRILLS	7	
TOTALS	180	

RJ Reynolds Tobacco Company

Approved By :

Date :

GARDEN CITY

PATHMARK
4X4X4 5 SHELF

ROWS: 180
CAPACITY: 756
DATE: Jan-96
AUTHORIZED BY:

COMPANY	SHARE OF MKT	ROWS	CTNS	BACK SHARE	\$ YEAR
PHILIP MORRIS	54.7	90	396	52.3	
R.J. REYNOLDS	15.8	30	120	15.8	
LOREAL	13.8	24	96	12.6	
B&W	12	18	72	9.5	
NO FRILLS	2	6	24	3.2	
ALM	1.7	12	48	6.3	
TOTAL		180	756	99.7	

4FT	PM	12 ROWS	5 HIGH
	PM	12 ROWS	4 HIGH
	NO FRILLS BASIC	6 ROWS	4 HIGH
	RJR B&W	6 ROWS	4 HIGH
	L&M	12 ROWS	4 HIGH

4 FT
PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM 12 ROWS 4 HIGH
B&W 12 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH

4 FT	PM	12 ROWS	5 HIGH
	PM	12 ROWS	4 HIGH
	LOPILLARD	12 ROWS	4 HIGH
	RJR	12 ROWS	4 HIGH

Pathmark Stores**5x5x5 Proposed Planogram**

PM Adv.	PM Adv.	PM Adv.
PM	PM	PM
PM	PM	PM
PM	RJR	RJR
NF(7)BASIC(10)	LOR	BAT
RJR	LOR(10)RJR(7)	RJR(7)BAT(10)
5 Ft 17 Rows	5 Ft 17 Rows	5 Ft 17 Rows

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	65	
P M	129	
BAT	27	
LOR	27	
L&M	0	
NO FRILLS	7	
TOTALS	255	

RJ Reynolds Tobacco Company

Approved By :

Date :

COMPANY	SHARE	ROWS	CTNS	RACK	\$ MONTH	\$ YEAR
PHILIP MORRIS	54.7	129	567	52.9%		
RL REYNOLDS	15.8	41	136	15%		
LORELLARD	13.8	34	136	12.7%		
B&W	12.0	34	136	12.7%		
NO FRILLS	2.0	7	28	2.6%		
L&M	1.7	10	40	3.7%		
TOTAL		255	1,071			

SPECIFICATIONS

ROWS:

255

CAPACITY:

1,071

DATE:

Jan-96

AUTHORIZED BY:

POG#17

CHANGE EFF. 1/96

FOR

Pathmark

5X6X5 5 SHELF

PLAN A PLAN -O-GRAM